

1. (Canceled)
2. (Previously amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
 - a. defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - b. monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a composition should be altered through additions of playable media titles and/or ordering of playable media titles in the subscriber rental queue should be altered;
 - c. sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules; wherein said set of notification rules and/or set of queue replenishment control rules include a user configurable option with a first choice to automatically trigger a modification of the subscriber rental queue, and a second choice which does not trigger a modification of the subscriber rental queue;
further comprising said subscriber selecting one of said first choice or second choice to automatically trigger or not trigger a modification to said subscriber rental queue.
3. (Previously amended) The method of claim 7, wherein said notification specifies that the subscriber rental queue will be automatically modified in accordance with said separate set of queue replenishment control rules.
4. (Previously amended) The method of claim 2, wherein the subscriber rental queue is automatically modified in accordance with said separate set of queue replenishment control rules after a predefined time delay.

5. (Previously amended) The method of claim 2, wherein said notification includes embedded uniform resource links (URLs) or an electronic response field adapted to permit the subscriber to accept and/or modify any proposed alterations of the subscriber rental queue.
6. (Previously amended) The method of claim 2, wherein said queue replenishment control rules also include a trigger event relating to the existence of new content determined automatically to be of potential interest to the subscriber to be used in determining when said subscriber rental queue should be modified.

7. (Previously amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a. defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - b. monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a composition of such rental queue should be altered through additions of playable media titles and/or ordering of playable media titles in the subscriber rental queue should be altered;
wherein said queue replenishment control rules include a trigger event to be used in determining when said subscriber rental queue should be modified, and said trigger event is based on a quantity of playable media items remaining in the subscriber rental queue;
 - c. providing a recommender system configured to provide recommendations for playable media titles;
 - d. sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules;
 - e. causing said recommender system to interact with the subscriber and provide a playable media title recommendation in response to user input provided within a response to said electronic notification;
 - f. adding a playable media title recommendation to said subscriber rental queue in response to subscriber input to said recommender system.

8. (Currently amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a. providing an item recommendation system configured to provide recommendations for playable media titles based at least in part on a composition of a rental queue maintained for the subscriber;
 - b. defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - c. monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine: 1) if a composition of such rental queue should be altered through additions of playable media titles; and/or 2) an ordering of individual playable media titles in the subscriber rental queue should be altered so that one or more media titles change relative position with respect to another media title;
wherein said queue replenishment control rules include a trigger event to be used in determining when said subscriber rental queue should be modified, and said trigger event is based on a determination by said item recommendation system that: 1) an additional playable media item, which is predicted to be more desirable for a subscriber than at least some other playable media items in such subscriber's rental queue, should be added to the [subscriber] subscriber's rental queue as a recommended playable media item; and/or 2) said one or more media titles should change position relative to said another media title based on a prediction made on a desirability of such one more media titles;
 - d. generating an item recommendation by the recommendation system and adding the additional playable media item to the subscriber rental queue and/or altering said ordering of said subscriber rental queue without requiring further confirmation from the subscriber as needed in accordance with said set of notification rules and said separate set of queue replenishment control rules.

9. (Currently amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a. providing an item recommendation system configured to provide recommendations for playable media titles;
 - b. defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - c. monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine: 1) if a composition of such rental queue should be altered through additions of playable media titles; and/or 2) an ordering of individual playable media titles in the subscriber rental queue should be altered so that one or more media titles change relative position with respect to another media title;
wherein said queue replenishment control rules include a trigger event to be used in determining when said subscriber rental queue should be modified, and said trigger event is based on a determination by an item recommendation system that: 1) an additional playable media item should be added to the subscriber rental queue as a recommended playable media item; and/or 2) said one or more media titles should change position relative to another media title based on a prediction made on a desirability of such one more media titles;
 - d. generating a recommended playable media item with the recommendation system in accordance with said set of notification rules and said separate set of queue replenishment control rules.
 - e. sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules;
wherein said recommended playable media item is designated as the next to be delivered to the subscriber, even if other playable media items are otherwise available for delivery within said subscriber rental queue.

10. (Previously amended) The method of claim 2, wherein any proposed altering of said composition and/or ordering of playable media titles in the subscriber rental queue is automatically determined by a recommender system controlled by the content provider, which recommender system automatically identifies playable media items of interest to the subscriber based on a subscriber item preference profile.
11. (Original) The method of claim 10, further including a step of: processing an item rating survey provided by the subscriber to determine a subscriber item preference profile suitable for use by said recommender system.
12. (Previously amended) The method of claim 7, further including a step of: receiving subscriber feedback concerning a performance of the content provider concerning selection of an additional playable media item.
13. (Previously amended) The method of claim 2, wherein the subscriber can elect to receive no notification even when a composition and/or ordering of playable media titles in the subscriber rental queue are altered.
14. (Previously amended) The method of claim 2, wherein said playable media titles are movies distributed by a satellite transmission to a satellite signal receiver.
15. (Previously amended) The method of claim 2, wherein said playable media titles are movies distributed on a DVD.
16. (Previously amended) The method of claim 2, wherein said playable media titles are movies distributed by a broadband Internet-based connection.
17. (Previously amended) The method of claim 2, wherein said notification includes an indication of a status of the subscriber rental queue.
18. (Previously amended) The method of claim 2, wherein said notification includes an identification of an additional playable media item which is being added to the subscriber rental queue.
19. (Canceled)
20. (Canceled)

21. (Previously Amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a) defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - b) monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a composition and/or ordering of playable media titles in the subscriber rental queue should be altered;
 - c) sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules; wherein said notification provides directions for the subscriber to accept and/or modify any proposed alterations of the subscriber rental queue; further comprising said subscriber accepting and/or modifying said proposed alteration based on said directions.
22. (Previously Amended) The method of claim 21, wherein said directions cause any proposed alterations of the subscriber rental queue to take effect automatically after a predetermined period.
23. (Previously presented) The method of claim 21, further including a second electronic notification to the subscriber which confirms any subscriber action taken in response to said electronic notification.
24. (Previously amended) The method of claim 21 wherein said notification further includes an embedded uniform resource locator (URL) or an electronic response field to solicit a feedback rating from the subscriber for a playable media title identified in said notification.

25. (Currently amended) A method of electronically notifying a subscriber to a content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a) defining a set of notification rules for the subscriber rental queue, which notification rules are authorized by the subscriber;
 - b) monitoring the subscriber rental queue with a computer in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a composition and/or ordering of playable media titles in the subscriber rental queue should be altered;
 - c) sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (b) that such notification is necessary based on said set of notification rules; wherein said notification includes both an identification of an additional playable media item which is being proposed to be added to the subscriber rental queue at the end of a first time period as well as selectable feedback options adapted to respond to such proposed addition [allowing automatic removal of such additional playable media item without further action by the subscriber];
 - d) further comprising: 1) adding said additional playable media item to said subscriber rental queue [unless removed by the] when said subscriber does not elect to cancel such proposed addition with said selectable feedback options within said time period specified in said notification; and 2) not adding said additional playable media item to said subscriber rental queue when an election is made to cancel by the subscriber to cancel such proposed addition with said selectable feedback options within said time period specified in said notification.
26. (Canceled)
27. (Previously presented) The method of claim 25 wherein said additional playable media item is automatically selected for the subscriber by a recommendation engine.

28. (Previously presented) The method of claim 25 wherein said notification indicates that the additional playable media item is being added to a top position in the subscriber rental queue.
29. (Previously presented) The method of claim 25 wherein said additional playable media item is a DVD offered by an Internet based rental service.

30. (Currently amended) A method of electronically notifying a subscriber to an Internet-based content provider of activity in a subscriber rental queue associated with the subscriber, including the steps of:
- a. processing a set of one or more playable media titles with a computing system in response to subscriber input provided over the Internet so as to set up a subscriber rental queue consisting of a list of ordered playable media titles to be delivered to the subscriber in a sequence identified by the subscriber;
 - b. defining a set of notification rules for the subscriber rental queue with the computer system which include a subscriber selectable option to detect whether a quantity of titles in the subscriber rental queue is at or below a threshold number;
 - c. monitoring the subscriber rental queue with the computing system in accordance with said set of notification rules and a separate set of queue replenishment control rules authorized by the subscriber so that said computer can determine if a quantity of titles in the subscriber rental queue is at or below the threshold number and a composition and/or ordering of playable media titles in the subscriber rental queue should be altered by adding at least one additional playable media title to the subscriber rental queue;
 - d. providing a recommender system configured to provide recommendations for playable media titles;
 - e. sending an electronic notification to the subscriber with said computer in response to an affirmative determination under step (c) that such notification is necessary based on said set of notification rules;
 - f. interacting with the subscriber using at least one of one or more embedded uniform resource links (URLs) in said electronic notification or an electronic response field in said electronic notification so as to allow the subscriber to review playable media title recommendations from said recommender system;
 - g. adding one or more playable media titles to the subscriber rental queue based on said playable media title recommendations.

31. (Previously presented) The method of claim 30 wherein the computing system consists of a server device and software routines executing thereon.
32. (Previously presented) The method of claim 30 wherein the computing system includes software routines executing on a client device.
33. (Previously presented) The method of claim 30 wherein the subscriber rental queue is maintained on a subscriber media player which receives said playable media titles over a broadband connection.
34. (Previously presented) The method of claim 30 wherein the subscriber rental queue is maintained on an account accessible online over the Internet, and said playable media titles are delivered by physical mailing.